



Rep Order# 8863441 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 37381

Printed: 10/03/2012 11:08 AM  
Last Received: 10/03/2012 10:23 AM  
Showing Buylines: All Lines

2 of 8

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	TU-F	600A-700A		:30	\$250.00	10/09-10/12	8	1	8	\$2,000.00	
				Buyline Comment: NEWS								
	8	M	600A-700A		:30	\$250.00	10/15-10/15	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	9	TU-F	1200P-1230P		:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	11	TU-F	300P-400P		:30	\$375.00	10/09-10/12	4	1	4	\$1,500.00	
				Buyline Comment: ELLEN								
	12	M	300P-400P		:30	\$375.00	10/15-10/15	1	1	1	\$375.00	
				Buyline Comment: ELLEN								
	13	TU-F	1000A-1100A		:30	\$400.00	10/09-10/12	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	14	M	1000A-1100A		:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	15	TU-F	900A-1000A		:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00	
				Buyline Comment: KELLY								
	16	M	900A-1000A		:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
				Buyline Comment: KELLY								

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	17	TU-F	1100A-1200P		:30	\$500.00	10/09-10/12	0	0	0	\$0.00	
				Buyline Comment: YNG & RSTLSS								
	18	M	1100A-1200P		:30	\$500.00	10/15-10/15	2	1	2	\$1,000.00	
				Buyline Comment: YNG & RSTLSS								
	19	SU	500P-700P		:30	\$215.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: NEWS								
	20	SA	500P-700P		:30	\$185.00	10/13-10/13	2	1	2	\$370.00	
				Buyline Comment: NEWS								
	21	TU-F	500P-630P		:30	\$400.00	10/09-10/12	8	1	8	\$3,200.00	
				Buyline Comment: NEWS								
	22	M	500P-630P		:30	\$400.00	10/15-10/15	2	1	2	\$800.00	
				Buyline Comment: NEWS								
	23	TU-F	430P-500P		:30	\$350.00	10/09-10/12	8	1	8	\$2,800.00	
				Buyline Comment: NEWS								
	24	M	430P-500P		:30	\$350.00	10/15-10/15	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	25	SA	700P-800P		:30	\$165.00	10/13-10/13	1	1	1	\$165.00	
				Buyline Comment: ET WKND								
	26	TU-F	700P-800P		:30	\$300.00	10/09-10/12	3	1	3	\$900.00	
				Buyline Comment: ET/INSDR								
	27	M	700P-800P		:30	\$300.00	10/15-10/15	2	1	2	\$600.00	
				Buyline Comment: ET/INSDR								

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	28	TU-F	630P-700P		:30	\$275.00	10/09-10/12	1	1	1	\$275.00	
				Buyline Comment: INS EDIT								
	29	M	630P-700P		:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
				Buyline Comment: INS EDIT								
	30	TU	800P-900P		:30	\$12,000.00	10/09-10/09	1	1	1	\$12,000.00	
				Buyline Comment: NCIS								
	31	TU	1000P-1100P		:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00	
				Buyline Comment: VEGAS								
	32	TU	900P-1000P		:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
				Buyline Comment: NCIS LA								
	33	TH	900P-1000P		:30	\$1,800.00	10/11-10/11	2	1	2	\$3,600.00	
				Buyline Comment: PERS OF INT								
	34	SU	700P-800P		:30	\$1,300.00	10/14-10/14	1	1	1	\$1,300.00	
				Buyline Comment: 60 MIN								
	35	M	1000P-1100P		:30	\$1,900.00	10/15-10/15	0	0	0	\$0.00	
				Buyline Comment: HAWAII								
	36	M	900P-1000P		:30	\$2,200.00	10/15-10/15	0	0	0	\$0.00	
				Buyline Comment: 2 GRL/MIKE&MLLY								
	37	SU	1000P-1100P		:30	\$1,900.00	10/14-10/14	1	1	1	\$1,900.00	
				Buyline Comment: MENTALIST								

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	38	F	1000P-1100P		:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
				Buyline Comment: BLUE BLOODS								
	39	F	900P-1000P		:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
				Buyline Comment: MD IN JRSY								
	40	SU	900P-1000P		:30	\$1,400.00	10/14-10/14	1	1	1	\$1,400.00	
				Buyline Comment: GD WIFE								
	41	F	800P-900P		:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
				Buyline Comment: CSI: NY								
	42	M	800P-900P		:30	\$1,600.00	10/15-10/15	1	1	1	\$1,600.00	
				Buyline Comment: MOTHR/PRTNR								
	43	TH	1000P-1100P		:30	\$2,200.00	10/11-10/11	0	0	0	\$0.00	
				Buyline Comment: ELEMNTY								
	44	SU	800P-900P		:30	\$1,800.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: AMZING RACE								
	45	W	800P-900P		:30	\$1,900.00	10/10-10/10	1	1	1	\$1,900.00	
				Buyline Comment: SURVIVR								
	46	W	900P-1000P		:30	\$2,300.00	10/10-10/10	1	1	1	\$2,300.00	
				Buyline Comment: CRIM MINDS								
	47	W	1000P-1100P		:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
				Buyline Comment: CSI								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*48	TH	900P-1000P		:30	\$2,100.00	10/11-10/11	1	1	1	\$2,100.00	
				Buyline Comment: BGBNG/2.5 MEN								
				Sales Remark: V5 .								
				V5 Time Changed, Comment Changed								
	49	SA	1000P-1100P		:30	\$750.00	10/13-10/13	1	1	1	\$750.00	
				Buyline Comment: 48 HR MYST								
	50	TU-F	1135P-1237A		:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
				Buyline Comment: LTTRMAN								
	51	M	1135P-1237A		:30	\$200.00	10/15-10/15	2	1	2	\$400.00	
				Buyline Comment: LTTRMAN								
	52	TU-F	1237A-137A		:30	\$110.00	10/09-10/12	4	1	4	\$440.00	
				Buyline Comment: FRGUSN								
	53	M	1237A-137A		:30	\$110.00	10/15-10/15	1	1	1	\$110.00	
				Buyline Comment: FRGUSN								
	54	SA-SU	1100P-1130P		:30	\$300.00	10/13-10/14	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	55	TU-F	1100P-1130P		:30	\$500.00	10/09-10/12	4	1	4	\$2,000.00	
				Buyline Comment: NEWS								
	56	M	1100P-1130P		:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
				Buyline Comment: NEWS								

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	58	SU	630A-800A		:30	\$215.00	10/14-10/14	2	1	2	\$430.00	
			Buyline Comment: SUN MRN									
	59	SU	800A-830A		:30	\$215.00	10/14-10/14	1	1	1	\$215.00	
			Buyline Comment: NEWS									
	60	SU	830A-900A		:30	\$265.00	10/14-10/14	1	1	1	\$265.00	
			Buyline Comment: FACE NATN									
	61	TH	1000P-1030P		:30	\$300.00	10/11-10/11	1	1	1	\$300.00	
			Buyline Comment: ET									
	62	TH	1030P-1100P		:30	\$275.00	10/11-10/11	1	1	1	\$275.00	
			Buyline Comment: INSIDE EDITION									
	63	SA	930A-1200P		:30	\$300.00	10/13-10/13	2	1	2	\$600.00	
			Buyline Comment: ACC FOOTBALL									
	64	SA	800P-1000P		:30	\$500.00	10/13-10/13	2	1	2	\$1,000.00	
			Buyline Comment: SAT PRIME MOVIE									
	65	TH-F	800P-1000P		:30	\$30.00	10/11-10/12	1	1	1	\$30.00	
			Buyline Comment: ELECTRIC/ETRPT									

---REPORT TOTALS---

Report Totals: 139 / \$69,835.00

---SALES MONTHLY TOTALS---

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Oct 12: 139 / \$69,835.00  
Sales Totals: 139 / \$69,835.00  
Station Totals: 139 / \$69,835.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$232,783	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+